

**IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

LOYALTY CONVERSION SYSTEMS
CORPORATION

Plaintiff,

vs.

AMERICAN AIRLINES, INC.

Defendant.

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Case No. 2:13-CV-00655-JRG
(Lead Case)

JURY TRIAL DEMANDED

NOTICE OF APPEARANCE

Defendant American Airlines, Inc. ("AA") files this Notice of Appearance, and hereby notifies the Court and all parties of record that Dara M. Kurlancheek of the law firm Mayer Brown LLP, 1999 K Street, NW, Washington, D.C. 20006, is appearing as counsel for AA in the above-referenced matter.

DATED: April 4, 2014

Respectfully submitted,

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CERTIFICATE OF SERVICE

The undersigned certifies that the foregoing document was filed electronically in compliance with Local Rule CV-5(a). As such, this motion was served on all counsel who have consented to electronic service, Local Rule CV-5(a), on this the 4th day of April, 2014.

/s/ Dara M. Kurlancheek
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